

CURRICULAUM VITAE



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JOB OBJECTIVE

Seeking middle level assignments in the domain of Marketing Research, Dealer Management, strategic plans with an Organization of repute, Preferably in Tractor and Automobile industry.

ACADEMIC QUALIFICATION

Qualification	University	Marks (%)	Year of Passing	Class
M.Tech (FMPE)	Dr.BSKKV Dapoli	79.80	2014	First Class
B.Tech (Agril.Engg)	MPKV, Rahuri	76.46	2012	First Class
H.S.C	Nashik	61.00	2008	First Class
S.S.C	Nashik	79.60	2006	First Class

PROFILE SUMMARY

- A dynamic professional with over 5 years and 3 months of experience in Sales & Marketing, Business development and Channel & distribution management.
- Sound exposure in Rural Marketing, Dealer handling, Manpower handling, Market forecasting and data analysis.
- A proactive planner with experience in market plan execution, account management and sales efforts with skills in staffing, branding (ATL/BTL) and product promotions and launches.
- Specialized in developing dealer network in rural market, deploying team and improve system and process and dealership level.
- Good communication, analytical, presentation and problem solving skills.

CORE COMPETENCIES

- Managing a set of dealerships and team to achieve the business parameters like volumes, market share, collection, deliveries, retails etc.
- Exploring new business and sales opportunities.
- Conducting market research, trend & competitor analysis, prospecting customer approach, etc for market identification and penetration & conceptualizing sales promotional strategies.
- Maintain and prepare monthly reports and review them periodically for continuous improvement in sales and retails.

ORGANISATIONAL EXPERIENCE

1) Working as an Assistant Professor at **Dr.Ulhas Patil College of Agricultural Engg. & Technology**, Jalgaon in the Department of **Farm Machinery & Power** from **20th August 2014** to **15th January 2016**.

Notable Distinctions:-

- Teaching subject in farm machinery department as Farm Power, Farm Machinery and equipment, Theory of machine, workshop technology Testing and Evaluation of farm machinery.
- Guided last year B.tech students for academic project.
- Exam, Academic and In-plant training in charge.

2) Working as a **Marketing Executive (Sales & Marketing)** in **Benson Agro Engineering**, C8/2 NICE Area, Satpur MIDC Nashik from from **20th January 2016** to **19 October 2017**

Notable Distinctions:-

- Handling of small scale industry (SCI) by Planning and management of manufacturing of Agricultural Machinery like Seed drill , Planter, Mulching Paper Laying Machine, Sickles Winnowing fan, Cultivator, Rotavator Power weeder etc.
- Sales and Marketing of Agricultural machinery, self propelled Reaper, Reaper binder, self propelled weeder etc.
- Testing and evaluation of newly introduced machinery like self propelled weeder 7 & 9 hp At SRFMT&T institute.
- Product empanelment in every state for government subsidy. Tender filling in each state for government sales in agricultural department.
- Conduct Market Development activities– Demonstrations, participation in Kisan Agri Exhibition at state level, Pocket Customer Meets, Van Campaign, Product Launch, Service camp facebook page for Enquiry Generation
- Dealer development and handling in all over Maharashtra. Performing REKI twice in year.

3) Working as an **Agriculture officer (Tractor & Farm Machinery)** in **Sahyadri Agro Retails ltd**, Gat No.314/2/2, Mohadi Dindori Road, Mohadi, Tal- Dindori Dist- Nasik From **20th October 2017** to **20th October 2018**.

Notable Distinctions:-

- Handling and Management of Business for institutional dealership.
- Liaising with multinational company like **TAFE Tractor, STIHL, JAIN, NETAFIM, SHAKTIMAN, FALCON, DRAGON SPRAYER, FOGGERS INDIA, KOTHARI** etc. for institutional dealership
- Sales and marketing of tractor and farm machinery with Coordination with Farmer Producer Organization.
- Creation of group of FPO and providing them Agricultural solution in terms of Agricultural machinery, tractor, Irrigation technology, fertilizers and pesticides.

4) Working as a **Rural Business Coordinator** in **TATA MOTORS LTD** (Commercial Vehicle Business Unit) Sales & Marketing in Department of SCV Cargo & Pickup in MH 1 from **21 October 2018** to till date.

Notable Distinctions:-

- Responsible for achieving sales targets through business development, dealer management and customer relationship management for **Small Commercial Vehicle and Pickups (SCV cargo & Pickups)**.
- Manage a set of dealership and team to achieve the business parameters like volumes, market share, collection, deliveries and retails.
- Handled 4 dealerships in Ahemadnagar and Nasik District.
- Appointing trained manpower in adequate quantity at dealership as per TML norms.
- Train the dealer salesman on pre-sales and sales process, new product features or modifications.
- Plan and implement ATL/BTL, marketing activities based on an understanding of competitor product portfolio, market trend and customer segment.
- Track the competitor activities, capture feedback on performance of competitor products.
- Design and implementation of specific incentive schemes for dealers as well as dealer sales persons.
- Generating dealer performance reports and presenting the same to Area Manager
- Developing plans for sales promotional activities and ensuring implementation of the same.
- Liaise with financial institutions or banks for exploring new avenues for retail financing of product.
- Monitoring and discussing performance of dealer sales executives with General Manager or Dealer Principle.
- Defined the sales plan template for each dealer sales executive on monthly basis and reviewing the performance accordingly on weekly basis by Plan Vs Actual.
- Analyzed the lost sales to identify the reason for the same and work on corrective measures.
- Prospect management through CRM_DMS and derive manpower productivity on the basis of system and process.
- Appointment of TATA GRAMIN MITRA for driving sales volume in rural area

INPLANT TRAINING & SUMMER INTERNSHIP

- **One month** Summer placement training at Kerala agro machinery corporation (**KAMCO**), Athani (**Kerala**).

OBJECTIVES

Study of various systems / sub assemblies, repair, maintenance of single cylinder CI engine for power tiller and power reaper.

- **One month** summer placement training at Southern region Farm machinery Training and Testing Institute, (**SRFMTTI**), Anantapur, (**A.P**).

OBJECTIVES

Study of various systems / sub assemblies, repair, maintenance of single cylinder diesel engine and a tractor. Study, adjustments, maintenance and field operation of

different agricultural implements/ machineries, plant protection equipments and irrigation pumps.

- **Four months** in plant training at Maharashtra State Seed Corporation Ltd. (**MAHABEEJ**) Seed processing plant, Satana, Nasik (**M.H.**).
- **One month** summer placement training at Central Farm Machinery Training and Testing Institute, (**CFMTTI**), Budhni, (**M.P.**)

OBJECTIVES

Introduction to tractor testing activities, study of testing procedure and Indian standard

GRADUATION & POST GRADUATION PROJECT

- Design and Development of Single Basin Double Slope Solar Still. (**B. Tech.**)

OBJECTIVES

- To design and develop single basin double slope solar still.
- To evaluate the performance of developed solar still.
- Design and Development of Mechanism for Separation of Arecanut Husk and Kernels. (**M. Tech.**)

OBJECTIVES

- To study the physical & aerodynamic properties of Arecanut husk and kernels.
- To design and develop the mechanism for separation of Arecanut husk and kernels (vibratory & Aerodynamic)
- To evaluate the performance of developed mechanism.

RESEARCH PAPER

"Physico-Aerodynamics Properties of Dried Arecanut Fruits and Kernel Influencing Kernel and Husk Separation" Indian Society of Costal Agriculture Research, Volume 33(1), Page 61-65 (2015) NASS RATING **3.6**

COMPUTER SKILLS

- Well-versed with MS Office, Windows Operating Systems, Knowledge of HTML, AUTO CAD PRO ENGG & other basic computer applications. Good browsing skill of internet surfing and searching

PERSONAL DETAILS

Father's Name: Ramrao Kacheshwar Deshmukh

Mother's Name: Ujjwala Ramrao Deshmukh

Mobile No.: +919595886725

D.O.B.: 12th December, 1990.

Blood Group: B⁺

Nationality: Indian

Languages known: Marathi, Hindi, English.

Permanent Address: At/Post: Mangrul, Tal: Chandwad, Dist: Nasik,

Marital Status: Married

I hereby declared that the above information is true to the best of my knowledge.

PLACE - NASHIK

DATE-16/4/2021

Yours Faithfully,

PURUSHOTTAM RAMRAO DESHMUKH.